Approved for use through 7/31/2006. OMB 0651-0031 U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless if displays a valid OMB control number Docket No. (Optional) PETITION FOR EXTENSION OF TIME UNDER 37 CFR 1.136(a) 08212/0200298-US0 In re Application of Toni Kopra **Application Number** Filed May 30, 2000 09/580,583-Conf. #8331 LOCATION AWARE PRODUCT PLACEMENT AND For: **ADVERTISING** 3622 Examiner S. Gravini Art Unit This is a request under the provisions of 37 CFR 1.136(a) to extend the period for filing a reply in the above identified application. The requested extension and appropriate non-small-entity fee are as follows (check time period desired): One month (37 CFR 1.17(a)(1)) Two months (37 CFR 1.17(a)(2)) Three months (37 CFR 1.17(a)(3)) 950.00 Four months (37 CFR 1.17(a)(4)) Five months (37 CFR 1.17(a)(5)) Applicant claims small entity status. See 37 CFR 1.27. Therefore, the fee amount shown above is reduced by one-half, and the resulting fee is: \$ 11/21/2003 MARKONEM 00000022 0:0000003 A check in the amount of the fee is enclosed. antiet ur on Payment by credit card. Form PTO-2038 is attached. 03 FC:1253 The Director has already been authorized to charge fees in this application to a Deposit Account. The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number 04-0100 I have enclosed a duplicate copy of this sheet. I am the applicant/inventor. assignee of record of the entire interest. See 37 CFR 3.71. Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96). attorney or agent of record. Registration Number attorney or agent under 37 CFR 1.34(a). Registration number if acting under 37 CFR 1.34(a) November 13, 2003 Signature Date (206) 262-8900 John W. Branch Telephone Number Typed or printed name NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below Total of forms are submitted

Dated: November 13, 2003

Express Mail Label No. EV398893475US